



**MAYOR'S  
FUND FOR  
LONDON**

HELPING YOUNG LONDONERS GROW



# Mayor's Entrepreneur Programme - Intern

**JOB PACK**

July 2022



## MAYOR'S ENTREPRENEUR INTERN

**Contract Type:** 6 Months Fixed Term part time (3.5 hours per week)  
**Salary:** London Living Wage (currently £11.05 per hour)  
**Position:** Mayor's Entrepreneur Programme - Intern  
**Reporting to:** Project Manager and Senior Project Officer,  
Mayor's Entrepreneur Programme Team

**Location:** Mayor's Fund for London, 169 Union Street London SE1 0LL  
*All staff operate on a hybrid home/office working arrangements.*

**Closing Date:** 11.59pm, 14 August 2022  
**Interviews:** Between 30 August and 8 September 2022  
**Start Date:** 10 October 2022

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## ABOUT US

The Mayor's Fund for London is a pan-London, non-political, independent charity, championing opportunities for young Londoners from low-income backgrounds. We believe that all young people, regardless of their starting point in life, should be able to thrive in their community, forge fulfilling careers and are able to take advantage of the outstanding opportunities that London has to offer. The Mayor of London is our patron.

Our work in the fields of food, wellbeing, numeracy, and employment raises awareness of the barriers facing young Londoners, promotes activities which increase their opportunities and brings together the partnerships to make a measurable impact on young Londoners' lives. By 2025 we aspire to have improved the prospects of a minimum of 120,000 young Londoners.

Our work will help:

- Eradicate food insecurity and social isolation amongst children and young people in London.
- Ensure that no child in London leaves school without a positive attitude to maths
- Level the playing field in access to great careers for young Londoners from lower income backgrounds and their better off peers.

In 2021, we supported around 40,000 young Londoners aged 4-24 across all 33 boroughs, working in partnership with schools, charities, community organisations, local authorities and employers.



## BACKGROUND

The Mayor's Entrepreneur Programme has been asking London's students to come up with viable, sustainable business ideas since 2012. Each of the winners gets £20k to start up their business along with expert mentoring from staff at City Hall to get their idea to market.

## THE ROLE

The successful applicant will play a crucial role at the heart of the charity, helping us deliver a multi-channel communications strategy and a range of successful events. The role is charged with overseeing and developing our social media presence, increasing our profile in print and broadcast media, developing marketing collateral and managing key aspects of our events programme.

## PURPOSE OF THE ROLE

The Mayor's Fund for London is offering up to 25-part time paid internships from October 2022 that will last for 6 months. These internship roles are an opportunity for motivated individuals to gain work-based skills in a local government environment.

You will be a current student at a **London based university** and will be continuing your studies in October 2022 through to June 2023. You will be an excellent communicator.

Working alongside your studies as part of a small but dynamic team you will help to run the Mayor's Entrepreneur Programme - a London-wide competition for students. You will assist in promoting the competition to students and staff at London's Higher and Further Education institutions through virtual meetings, workshops, social media and other verbal and written methods. We will also be hosting in-person events.

In addition, you will be the main point of contact for a group of potential applicants to the competition and help to shape the competition to continue to reflect the needs of London's students.

The Mayor's Entrepreneur Programme Intern roles will support the Mayor's Entrepreneur Programme Delivery Team over the autumn and spring terms with a particular focus on promoting the competition and establishing and maintaining a local network of staff and students at the assigned university.

## JOB DESCRIPTION

### Principal accountabilities:

1. To assist in promoting the competition to London students, student societies, lecturers and other university staff
2. To coordinate a university specific network of contacts
3. Keep in regular contact with central Mayor's Entrepreneur Programme delivery team
4. To coordinate online presentations in lectures at the assigned London university
5. Assist in continuing relationships with staff contacts about the competition through follow up phone calls and emails
6. Assist with online training workshops and online events
7. Assist in recruiting students to attend online workshops and online events
8. Assist in creating and feature in social media and other web content to advertise the competition such as videos, images, blogs and interviews with past participants and winners
9. Contact and get permission to use the social media accounts of assigned university as well as own networks and social media accounts to post opportunities related to the competition and drive traffic to the official website.
10. Realise the benefits of a flexible approach to work in undertaking the duties and responsibilities of this job, and participating in multi-disciplinary, cross-department and cross-organisational groups and project teams
11. Realise the benefits of London's diversity by promoting and enabling equality of opportunities and promoting the diverse needs and aspirations of London's communities.

### Key contacts

- Programme Manager, Mayor's Fund for London
- Senior Project Officer x2, Mayor's Fund for London
- Training consultants
- University staff
- University society committees

## PERSON SPECIFICATION

### Technical requirements/experience/qualifications

- Must be working towards a qualification at a London university
- Must be legally able to work in the UK and have a UK bank account
- Good oral and written communication and presentation skills and ability to encourage buy in from students from a range of disciplines
- Good organisational skills
- Ability to use a range of office software and social media platforms
- An understanding of sustainability and/or business development would be beneficial but is not essential

## **Behavioural competencies**

### ***Building & Managing Relationships***

...is developing rapport and working effectively with a diverse range of people, sharing knowledge and skills to deliver shared goals

#### Level 1 indicators of effective performance

- Builds rapport quickly with people at all levels and from different backgrounds
- Makes others feel comfortable and respected by being positive and friendly
- Shares information openly with colleagues within and outside own team

### ***Stakeholder Focus***

..... is consulting with, listening to and understand the needs of those our work impacts and using this knowledge to shape what we do and manage others' expectations.

#### Level 1 indicators of effective performance:

- Demonstrates an enthusiastic and 'can do attitude' to all requests
- Provides timely, accurate and personalised responses
- Provides a polite and helpful first point of contact for stakeholders
- Learns from feedback to improve personal service to others

### ***Communicating and Influencing***

..... is presenting information and arguments clearly and convincingly so that others see us as credible and articulate and engage with us

#### Level 1 indicators of effective performance:

- Represents self and team positively within the organisation
- Speaks and writes clearly and succinctly using appropriate language that is easy to understand
- Considers the target audience, adapting style and communication method accordingly
- Communicates persuasively and confidently

### ***Research and Analysis***

..... is gathering intelligence (information, opinion and data) from varied sources, making sense of it, testing its validity and drawing conclusions that can lead to practical benefits

#### Level 1 indicators of effective performance

- Uses a variety of methods and sources to gather relevant data and information
- Checks accuracy of data and information before using it
- Focuses on the research goal working in a systematic way

## **Working Patterns**

Half a day a week. Morning or afternoon slots can be agreed with the successful candidates to fit around lectures.